



The **Retail**Coach®

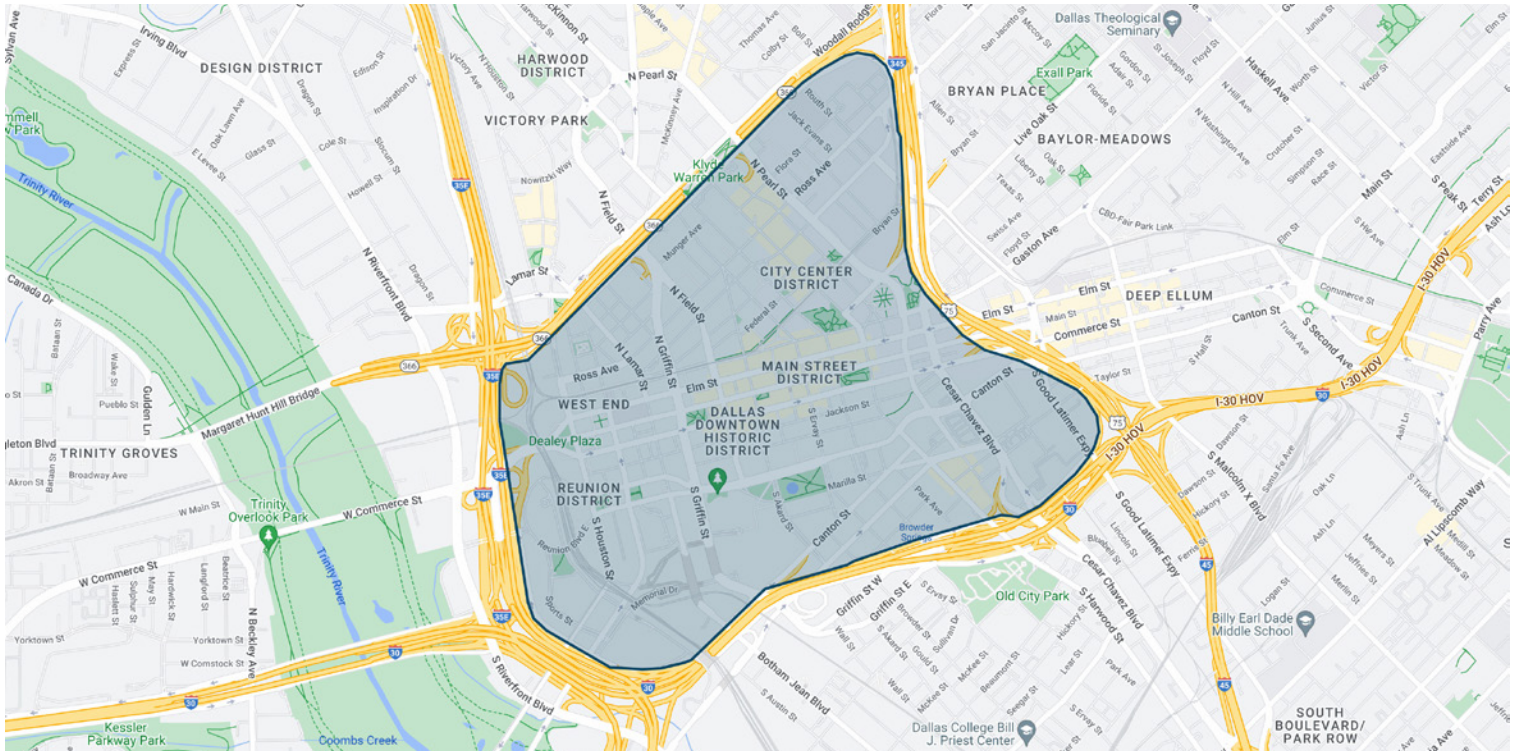
# Downtown Workplace Profile

DALLAS, TEXAS

Prepared for Downtown Dallas, Inc.  
August 2024

# Downtown • Demographic Snapshot

Dallas, Texas



## Population

2020	13,248	0 - 9 Years	4.07%
2024	15,193	10 - 17 Years	2.23%
2029	17,346	18 - 24 Years	7.11%

## Educational Attainment (%)

Graduate or Professional Degree	24.29%	25 - 34 Years	38.79%
Bachelors Degree	44.77%	35 - 44 Years	19.26%
Associate Degree	5.30%	45 - 54 Years	11.87%
Some College	14.41%	55 - 64 Years	10.16%
High School Graduate (or GED)	8.52%	65 and Older	6.51%
Some High School, No Degree	1.26%	Median Age	34.39
Less than 9th Grade	1.45%	Average Age	37.91

## Income

Average HH	\$127,721
Median HH	\$95,263
Per Capita	\$88,210

## Age

0 - 9 Years	4.07%
10 - 17 Years	2.23%
18 - 24 Years	7.11%
25 - 34 Years	38.79%
35 - 44 Years	19.26%
45 - 54 Years	11.87%
55 - 64 Years	10.16%
65 and Older	6.51%
Median Age	34.39
Average Age	37.91

## Race Distribution (%)

White	56.89%
Black/African American	19.99%
American Indian/Alaskan	0.63%
Asian	6.87%
Native Hawaiian/Islander	0.07%
Other Race	4.17%
Two or More Races	11.37%
Hispanic	15.78%



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BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
<b>Grand Total</b>	<b>6,292</b>	<b>85,044</b>	<b>14</b>
<b>11: Agriculture, Forestry, Fishing and Hunting</b>	<b>14</b>	<b>110</b>	<b>8</b>
111: Crop Production	8	36	5
112: Animal Production and Aquaculture	4	70	18
113: Forestry and Logging	0	0	0
114: Fishing, Hunting and Trapping	0	0	0
115: Support Activities for Agriculture and Forestry	2	4	2
<b>21: Mining, Quarrying, and Oil and Gas Extraction</b>	<b>43</b>	<b>1,042</b>	<b>24</b>
211: Oil and Gas Extraction	27	729	27
212: Mining (except Oil and Gas)	3	26	9
213: Support Activities for Mining	13	287	22
<b>22: Utilities</b>	<b>14</b>	<b>332</b>	<b>24</b>
221: Utilities	14	332	24
<b>23: Construction</b>	<b>139</b>	<b>1,219</b>	<b>9</b>
236: Construction of Buildings	49	339	7
237: Heavy and Civil Engineering Construction	25	233	9
238: Specialty Trade Contractors	65	647	10
<b>31: Manufacturing</b>	<b>22</b>	<b>191</b>	<b>9</b>
311: Food Manufacturing	17	113	7
312: Beverage and Tobacco Product Manufacturing	4	71	18
313: Textile Mills	0	0	0
314: Textile Product Mills	0	0	0
315: Apparel Manufacturing	1	7	7
316: Leather and Allied Product Manufacturing	0	0	0
<b>32: Manufacturing</b>	<b>17</b>	<b>252</b>	<b>15</b>
321: Wood Product Manufacturing	0	0	0
322: Paper Manufacturing	1	14	14
323: Printing and Related Support Activities	12	126	11
324: Petroleum and Coal Products Manufacturing	1	6	6
325: Chemical Manufacturing	2	54	27
326: Plastics and Rubber Products Manufacturing	0	0	0
327: Nonmetallic Mineral Product Manufacturing	1	52	52
<b>33: Manufacturing</b>	<b>43</b>	<b>1,882</b>	<b>44</b>
331: Primary Metal Manufacturing	1	1	1
332: Fabricated Metal Product Manufacturing	6	69	12
333: Machinery Manufacturing	1	151	151
334: Computer and Electronic Product Manufacturing	10	1,289	129
335: Electrical Equipment, Appliance, and Component Manufacturing	2	56	28
336: Transportation Equipment Manufacturing	0	0	0
337: Furniture and Related Product Manufacturing	3	30	10
339: Miscellaneous Manufacturing	20	286	14
<b>42: Wholesale Trade</b>	<b>57</b>	<b>483</b>	<b>8</b>
423: Merchant Wholesalers, Durable Goods	43	327	8
424: Merchant Wholesalers, Nondurable Goods	14	156	11
425: Wholesale Electronic Markets and Agents and Brokers	0	0	0

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<b>44: Retail Trade</b>	<b>107</b>	<b>1,223</b>	<b>11</b>
441: Motor Vehicle and Parts Dealers	18	75	4
444: Building Material and Garden Equipment and Supplies Dealers	23	644	28
445: Food and Beverage Stores	47	254	5
449: Home Décor and Appliance Retailers	19	250	13
<b>45: Retail Trade</b>	<b>142</b>	<b>1,571</b>	<b>11</b>
455: Warehouse Clubs, Supercenters, General Merchandise and Department Stores	34	924	27
456: Health and Wellness	14	53	4
457: Fuel Stations and Dealers	26	61	2
458: Clothing and Accessories	28	208	7
459: Recreation Retailers	40	325	8
<b>48: Transportation and Warehousing</b>	<b>71</b>	<b>2,222</b>	<b>31</b>
481: Air Transportation	2	9	5
482: Rail Transportation	0	0	0
483: Water Transportation	1	3	3
484: Truck Transportation	20	134	7
485: Transit and Ground Passenger Transportation	22	1,000	45
486: Pipeline Transportation	9	147	16
487: Scenic and Sightseeing Transportation	1	5	5
488: Support Activities for Transportation	16	924	58
<b>49: Transportation and Warehousing</b>	<b>4</b>	<b>40</b>	<b>10</b>
491: Postal Service	0	0	0
492: Couriers and Messengers	3	38	13
493: Warehousing and Storage	1	2	2
<b>51: Information</b>	<b>188</b>	<b>5,169</b>	<b>27</b>
512: Motion Picture and Sound Recording Industries	8	149	19
513: Print Media	82	2,001	24
516: Broadcasting and content providers	15	656	44
517: Telecommunications	44	1,595	36
518: Data Processing, Hosting, and Related Services	21	205	10
519: Other Information Services	18	563	31
<b>52: Finance and Insurance</b>	<b>494</b>	<b>9,275</b>	<b>19</b>
521: Monetary Authorities-Central Bank	0	0	0
522: Credit Intermediation and Related Activities	152	3,290	22
523: Securities, Commodity Contracts, and Other Financial Investments and Related Activities	247	3,564	14
524: Insurance Carriers and Related Activities	88	2,166	25
525: Funds, Trusts, and Other Financial Vehicles	7	255	36
<b>53: Real Estate and Rental and Leasing</b>	<b>254</b>	<b>2,252</b>	<b>9</b>
531: Real Estate	237	2,137	9
532: Rental and Leasing Services	16	107	7
533: Lessors of Nonfinancial Intangible Assets (except Copyrighted Works)	1	8	8
<b>54: Professional, Scientific, and Technical Services</b>	<b>1,429</b>	<b>23,325</b>	<b>16</b>
541: Professional, Scientific, and Technical Services	1,429	23,325	16
<b>55: Management of Companies and Enterprises</b>	<b>37</b>	<b>309</b>	<b>8</b>
551: Management of Companies and Enterprises	37	309	8

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<b>56: Administrative and Support and Waste Management and Remediation Services</b>	<b>178</b>	<b>2,013</b>	<b>11</b>
561: Administrative and Support Services	170	1,968	12
562: Waste Management and Remediation Services	8	45	6
<b>61: Educational Services</b>	<b>61</b>	<b>1,981</b>	<b>32</b>
611: Educational Services	61	1,981	32
<b>62: Health Care and Social Assistance</b>	<b>441</b>	<b>2,476</b>	<b>6</b>
621: Ambulatory Health Care Services	362	1,634	5
622: Hospitals	5	70	14
623: Nursing and Residential Care Facilities	15	229	15
624: Social Assistance	59	543	9
<b>71: Arts, Entertainment, and Recreation</b>	<b>97</b>	<b>1,319</b>	<b>14</b>
711: Performing Arts, Spectator Sports, and Related Industries	38	495	13
712: Museums, Historical Sites, and Similar Institutions	29	481	17
713: Amusement, Gambling, and Recreation Industries	30	343	11
<b>72: Accommodation and Food Services</b>	<b>325</b>	<b>9,254</b>	<b>28</b>
721: Accommodation	51	5,635	110
<b>722: Food Services and Drinking Places</b>	<b>274</b>	<b>3,619</b>	<b>13</b>
<b>81: Other Services (except Public Administration)</b>	<b>1,381</b>	<b>7,087</b>	<b>5</b>
811: Repair and Maintenance	33	196	6
812: Personal and Laundry Services	112	772	7
813: Religious, Grantmaking, Civic, Professional, and Similar Organizations	1,236	6,119	5
<b>92: Public Administration</b>	<b>198</b>	<b>9,752</b>	<b>49</b>
921: Executive, Legislative, and Other General Government Support	129	2,329	18
922: Justice, Public Order, and Safety Activities	24	5,637	235
923: Administration of Human Resource Programs	13	446	34
924: Administration of Environmental Quality Programs	7	432	62
925: Administration of Housing Programs, Urban Planning, and Community Development	8	461	58
926: Administration of Economic Programs	14	401	29
927: Space Research and Technology	0	0	0
928: National Security and International Affairs	3	46	15
<b>99: Unassigned</b>	<b>536</b>	<b>265</b>	<b>0</b>
999: Unassigned	536	265	0

# About The Retail Coach®

The Retail Coach is a national retail recruitment and development firm that combines strategy, technology, and creative expertise to develop and deliver high-impact retail recruitment and development plans to local governments, chambers of commerce, economic development organizations and private developers.

Through its unique Retail360® Process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

## Retail:360® Process

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms' offerings by combining current national and statewide demographics and trend data with real-world, "on-the-ground" information gathered through extensive visits to our clients' communities. Every community is different, and there is no "one size fits all" retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community's needs help assure our clients that they are receiving the latest and best information for targeted retail recruitment efforts — all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail:360® Process assures that communities get timely, accurate and relevant information. Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.



The**RetailCoach**.®

## ACKNOWLEDGMENTS

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Claritas, ESRI, U.S. Census Bureau, Economy.com, AlphaMap, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics. To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model. Mapping data is provided by Google, Nielsen, ESRI and/or Microsoft Corporation.

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